

89502

Community Profile



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HEALTHY COMMUNITIES

Acknowledgements

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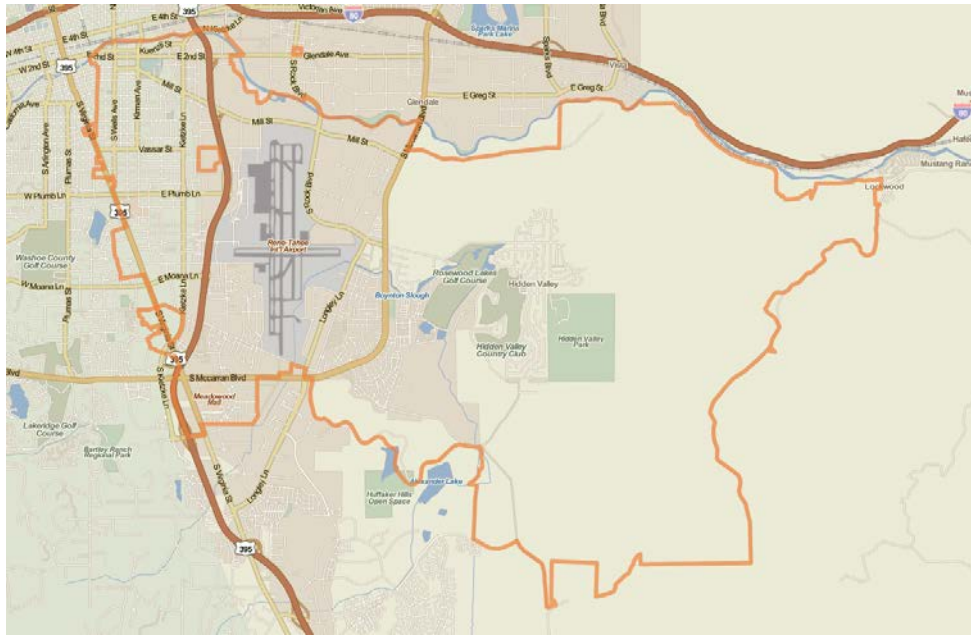


TRUCKEE MEADOWS HEALTHY COMMUNITIES

The Truckee Meadows Healthy Communities Initiative seeks to be “a community that engages diverse stakeholders who collectively shape a healthier community.” The Truckee Meadows Healthy Communities Conference will serve as the launching pad for us, as community leaders, to come together and begin the collaborative cross-sector work required to improve the health of our community. This conference will help to define our vision, build an action plan, garner the support of community leaders, and leverage the assets present in our communities so we can jump-start our efforts to build a culture of health.

Starting in early 2014, the Truckee Meadows Healthy Communities Planning Committee began to look at several high need zip codes within the Truckee Meadows. Generally, needs were determined by the Truven Community Needs Index or CNI. The CNI score includes several measures including health, income and housing. In addition, we evaluated the existing “assets” in an area that would give a pilot project a greater likelihood of success. Assets include things such as schools, social service agencies, faith communities and businesses. The following community profile focuses on one of the high needs zip codes: 89502. The profile will look at not only health outcomes, but also factors like poverty, housing, jobs and education. Perhaps even more importantly this profile will also include input from interviews done with dozens of 89502 community members and leaders. Their stories and experiences are what at the heart of this effort to build a healthier community. A deeper understanding of the needs and strengths of 89502 will also allow us to envision a cross-sector collaborative effort that will truly improve the health and quality of life of residents of this zip code. The goal for Truckee Meadows Healthy Community Conference is to come away with a manageable project that the entire community can get behind. We hope to learn from the successes and challenges of this initiative, so we can scale similar ideas in neighborhoods throughout the region.



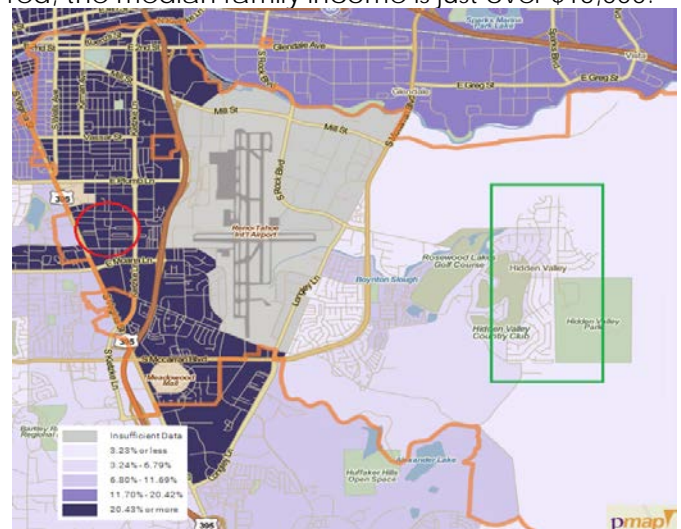


Introduction to 89502

The 89502 zip code is a very large area that includes much of southeast Reno as well as Hidden Valley. As can be seen in Map 1, the Reno-Tahoe International Airport is located near the center of the focus area. The airport is bordered by large industrial parks to both the northeast and southeast. The western half of the zip code is made up of older and higher density neighborhoods, particularly in the Wells/Kietzke and Neil Road areas. The Reno-Sparks Indian Colony is also located on the western side of zip code along Kietzke Lane. The eastern half is made up of more suburban developments including Mira Loma and Donner Springs as well as the country club Hidden Valley, which is just outside of Reno's city limits. Finally, a large area of farmland lies just east of McCarran Boulevard and south of the Truckee River.

The different communities in 89502 span the socioeconomic spectrum. As seen in Maps 2 & 3, families living in poverty and minorities are heavily concentrated in the west and southwest sections of the zip code. In Map 2, dark purple indicates a higher percentage of families in poverty. To reveal the stark contrast, in Hidden Valley, a country club estate bordered in green on Map 2, the median

family income is over \$90,000. However, in the neighborhood surrounding Gentry Way, circled in red, the median family income is just over \$15,000.¹



The available data clearly shows that these pockets of poverty face challenges in terms of community health. In fact, Hidden Valley and other upper to middle-income communities in the zip code may actually obscure the data in regards to just how great the need is in the low-income areas. That being said, this profile will also show that there are

¹ Courtesy: PolicyMap

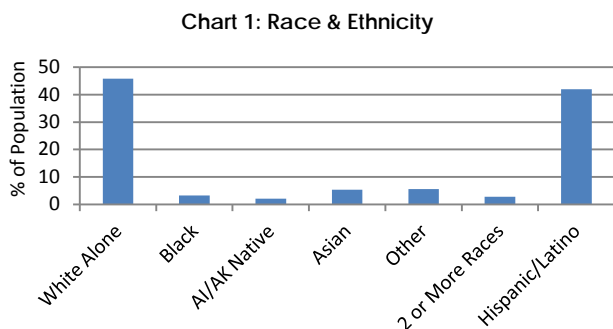


some key assets and strengths already present in these communities that have the potential to “move the needle” in terms of community health.

Age, Race & Ethnicity

89502, with over 44,000 residents in 2014, has the highest population of any zip code in Washoe County.² In terms of age and sex, the zip code is similar to the rest of the county. The median age of its residents is 33.6 years. Over a third of the population is below the age of 25 while about 1 out of 10 residents are 65 years old or older. The sex ratio in the community follows a normal distribution with males at about 52% of the population and females at 48%.³

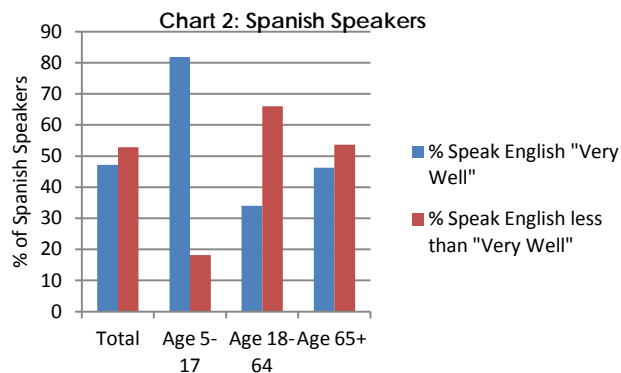
There has been considerable change in the racial and ethnic make-up of the community. In 2000, just over 55% of 89502 residents identified as white alone and close to 34% identified as Hispanic or Latino.⁴ Over the past decade, those statistics have changed considerably. The Hispanic population has grown to 42% in 2012 and the percentage of residents identifying as white alone has decreased to fewer than 46%. As shown in Chart 1, the majority of 89502 residents identify as a racial or ethnic minority.



Data Source: U.S. Census Bureau, 2008-2012 American Community Survey

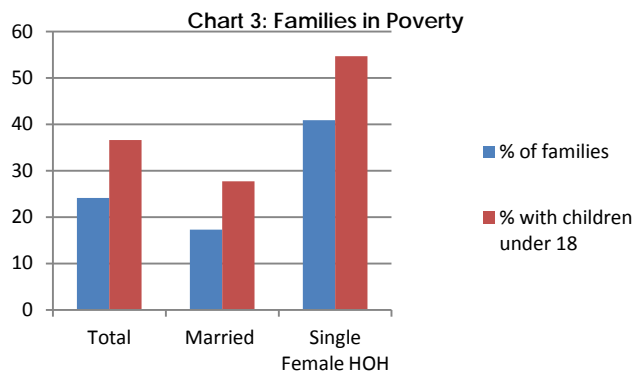
With the increasing racial and ethnic diversity in the zip code also comes a change in both the languages spoken in the community and the amount of foreign-born residents. At 60%, the majority of 89502 residents speak only English, but a considerable 35% are Spanish speakers.³ For Spanish speakers, the level of English fluency is not uniform. As seen in Chart 2, there is a relatively even split between those who speak English “very well” and

those who do not. However, the vast majority of Spanish speakers between the ages of 5-17 speak English very well, while the majority of speakers between the ages of 18-64 do not.



Data Source: U.S. Census Bureau, 2008-2012 American Community Survey

Finally, 26% of the population is foreign born. This is considerably higher than Washoe County, where 15% of residents are foreign-born.³ Even more striking is that 74% of foreign-born residents in 89502 are not U.S. Citizens.³



Data Source: U.S. Census Bureau, 2008-2012 American Community Survey

The large immigrant and minority population in 89502, coupled with language barriers faced by many Spanish speakers in the workforce points to a host of potential barriers that many residents may face in regards to: healthcare access, civic engagement, educational attainment, law enforcement and the criminal justice system.

Income & Employment

Nearly one out of four families in 89502 are living in poverty. This is more than double that of Washoe County (10.5%).³ As Chart 3 shows, poverty levels in 89502 vary depending on family make up, with married couple families having lower rates of

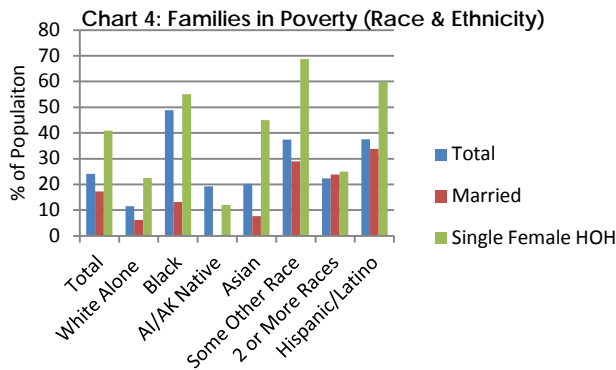
² Truven Health Analytics Inc. (2014). Community Needs Index

³ U.S. Census Bureau, 2008-2012 American Community Survey

⁴ U.S. Census Bureau, Census 2000



poverty and single female householders having the highest rates of poverty, especially with children below the age of 18.



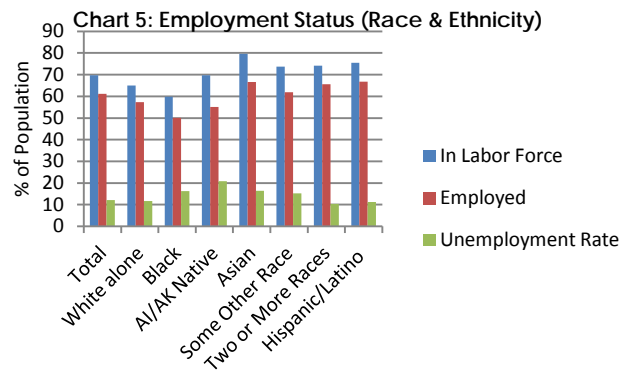
Data Source: U.S. Census Bureau, 2008-2012 American Community Survey

Race and ethnicity are closely linked to poverty rates as well. As can be seen in Chart 4, families with a householder identified as white alone have a poverty rate that is less than half the community as a whole, while families with black or Hispanic householders have much higher rates of poverty. Family make-up also has an impact. Nearly 60% of households headed by a single Hispanic woman are living in poverty. It is also important to note that research has found that those who most often identify as "Some Other Race" are Hispanics who do not identify with any of the other race options provided.⁵

Interestingly, while Hispanic households have a higher rate of poverty when compared to the zip code, their unemployment rate is actually lower than the wider community. As seen in Chart 5, the unemployment rate for 89502 was 12%, but the unemployment rate for individuals identified as Hispanic was lower—around 11%. Not only that, but nearly 76% of the Hispanic community over the age of 16 were in the labor force, one of the highest rates in the zip code. A high employment rate does not translate to a lower rate of poverty, if those jobs do not pay a living wage. That seems to be the case in 89502. Over a third of the workforce is employed in low-wage paying industries such as food service and retail.³

⁵ Mark Hugo Lopez & Jens Manuel Krogstad, "Mexican, Hispanic, Latin American top list of race write-ins on the 2010 census." Pew Research Center, Washington, D.C. (April 4, 2014) <http://www.pewresearch.org/fact-tank/2014/04/04/mexican-hispanic-and-latin-american-top-list-of-race-write-ins-on-the-2010-census/>, September 2, 2014.

³ U.S. Census Bureau, 2008-2012 American Community Survey

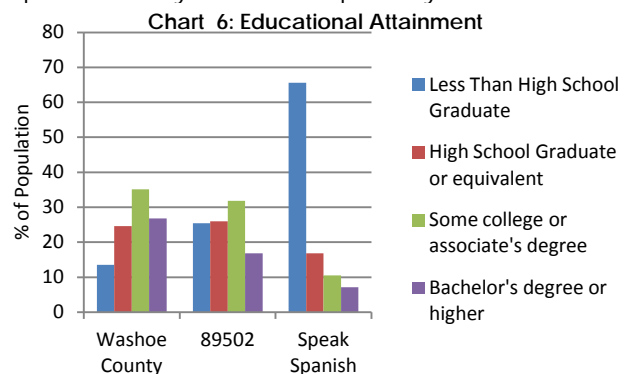


Data Source: U.S. Census Bureau, 2008-2012 American Community Survey

All of this points to many Hispanic wage earners working in low-wage jobs that are unable to keep a family above the poverty line. In turn, this points to challenges that many families may face in meeting basic needs such as shelter, nutrition and healthcare.

Education

With 89502's higher rate of poverty also comes a lower level of educational attainment. As seen in Chart 6, in Washoe County, 14% of the population over the age of 25 are not high school graduates. In 89502 that figure is 25%. On the other side of the spectrum, in Washoe County, 27% of the population hold a bachelor's degree or higher, but in 89502 that figure is 17%. The disparity in educational attainment is even more evident when looking at 89502 residents who speak Spanish at home. Sixty-six percent of those residents are not high school graduates and only 7% hold a bachelor's degree or higher. Lower levels of educational attainment make it very hard to find well-paying jobs. This again points to challenges Hispanic residents may face in finding living wage jobs that allow them to keep their family above the poverty line.



Data Source: U.S. Census Bureau, 2008-2012 American Community Survey

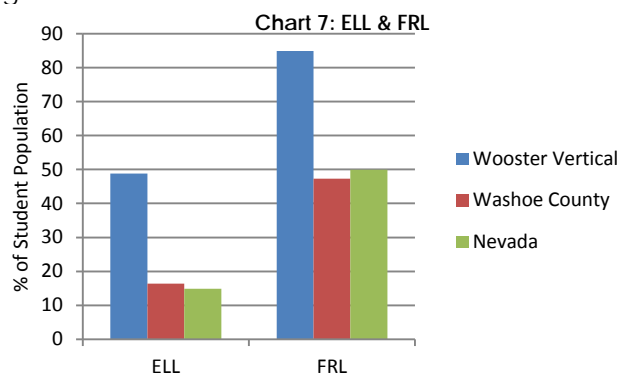


There are 18 Washoe County School District (WCSD) public and charter schools in 89502. The majority of these schools are part of the Wooster High School Vertical. This vertical includes Wooster High School, Vaughn and Pine Middle Schools, and 8 elementary schools: Booth, Corbett, Dodson, Donner Springs, Loder, Smithridge, Veterans and Hidden Valley. There are also several charter and alternative schools in this zip code. There are 2 charter elementary schools—Bailey and Mariposa—and 5 charter or alternative high schools—AACT, ACE, Washoe Inspire, Rainshadow and ICDA. While Bailey and Mariposa largely draw from the neighborhood in which they are located, the high schools draw students from all over the region. Because of this, these high schools will not be considered in this profile since they are not representative of the communities in 89502.

The Wooster High School Vertical has a very high percentage of Hispanic students. In Nevada, just under 40% of the students are identified as Hispanic, while in Washoe County, that figure is 38%. However, in the Wooster Vertical, Hispanic students represent 62% of the student population.⁶ Several 89502 schools have a student body that is 80% or more Hispanic.⁶ These schools are located on the west and southwest sides of the zip code where there is a much higher concentration of minority families. The schools in the southeast side of the zip code—Donner Springs, Dodson and Hidden Valley—have a much lower percentage of Hispanic students.

The data on Free & Reduced Lunch (FRL) and English Language Learners (ELL) are also very telling of the schools in the area. It is important to note that FRL data is usually most accurate at the elementary school level because older students tend to not sign themselves up for free and reduced lunch. In light of this, only elementary schools in the Wooster Vertical will be considered in this section. As can be seen in Chart 7, in Wooster Vertical elementary schools there is a considerably higher percentage of English Language Learners and students eligible for Free & Reduced Lunch than in Washoe County or Nevada. Those figures are even more drastic when Dodson, Donner Springs and Hidden Valley are removed from the list. The percentage of students who are ELLs

increases to 62% while the percentage of students eligible for FRL increases to 98%.



Data Source: WCSD 2012-2013 Accountability Report

The socioeconomic challenges present in 89502 are reflected in Wooster High School's graduation rate. At around 72% in 2012, Wooster's graduation rate is actually higher than that of Washoe County and Nevada—70% and 63% respectively.⁶ It is also higher than those of the three other high schools—Hug, North Valleys and Sparks—located in communities of similar socioeconomic status.⁶ However, Wooster's graduation rate is lower than the majority of high schools in Washoe County and it is worth noting that around a third off Wooster's students are involved in the International Baccalaureate program, a rigorous college prep program open to all WCSD students. This may skew the graduation rate of the school leading to a less than accurate picture of the graduation rate for students who are zoned for Wooster.

Overall, the high number of English Language Learners and students eligible for Free & Reduced Lunch in the zip code point to considerable challenges many students may face in attaining higher levels of education.

Housing

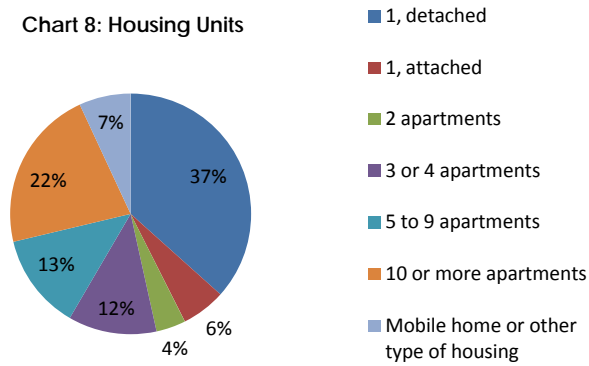
89502 was not part of the housing construction boom that the Truckee Meadows saw in the past decade. In fact, nearly 70% of the housing units in the area were built prior to 1980, with 37% of that occurring from 1970-1979.³ As seen in Chart 8, in Washoe County, 32% of housing units are found in multi-unit apartment complexes, but in 89502 that figure is 50%.

⁶ Washoe County School District, 2012-2013 Accountability Report

³ U.S. Census Bureau, 2008-2012 American Community Survey



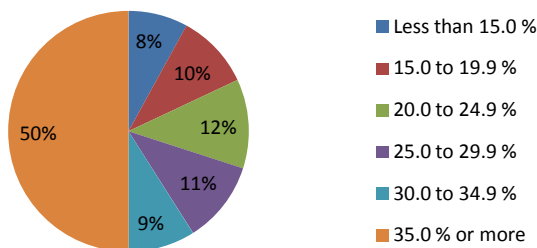
Chart 8: Housing Units



Data Source: U.S. Census Bureau, 2008-2012 American Community Survey

In Washoe County, the majority of housing units are owner-occupied, but in 89502, 66% of the housing units in the zip code are renter-occupied.³ It appears that these renters have difficulties finding affordable housing in the area. Households that pay more than 30% of their income on rent are considered cost burdened and may face challenges affording other essentials such as medical care, food, transportation, etc. In 89502, over half of all renters are cost burdened (see Chart 9). In fact, 50% of renters pay 35% or more of their annual income on rent. *This lack of affordable housing is yet another marker that points to many families struggling to get by.*

Chart 9: Rent as % of Household Income



Data Source: U.S. Census Bureau, 2008-2012 American Community Survey

Climate

Education, income, housing, and the ethnic and racial make-up of a community can have a big impact on the overall health of its residents. Several other factors play a role though. This section will examine several aspects of the community related to "climate": community participation, crime rates, transportation, and access to both financial services and healthy foods. It is important to note

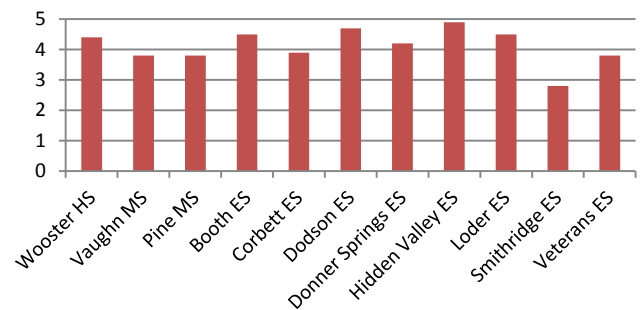
that for some of these categories it is hard to get an accurate idea from data alone. The community interviews found in the next section will be essential in gaining an accurate perspective of the community.

Community Participation

One aspect of community participation is how well engaged residents are with institutions such as churches and schools. Washoe County School District rates each school on family engagement based on a rubric that includes criteria such as: *welcoming all families, communicating effectively, speaking up for every child, sharing power and collaborating with the community.* A school that scores closer to 5 will have more parent and community involvement, while a score closer to 1 will have less.

The schools in the Wooster High School vertical have an average family engagement score of 4.2, which points to higher parent and community involvement (see Chart 10). Hidden Valley ES is located in the highest income area of the zip code and it has the highest family engagement score. However, Loder ES has 100% of its students on Free & Reduced Lunch and still has the 3rd highest score of schools in the area. These high scores point to strong parent and community involvement in schools across the socioeconomic spectrum.

Chart 10: Family Engagement Scores



Data Source: Washoe County School District Performance Framework 2013

Crime

89502 has higher rates of both property and violent crime when compared to the rest of the Reno. Residents of 89502 make up 20% of Reno's population.³ However, in 2013, 33% of the city's property crime and 42% of the violent crime

³ U.S. Census Bureau, 2008-2012 American Community Survey



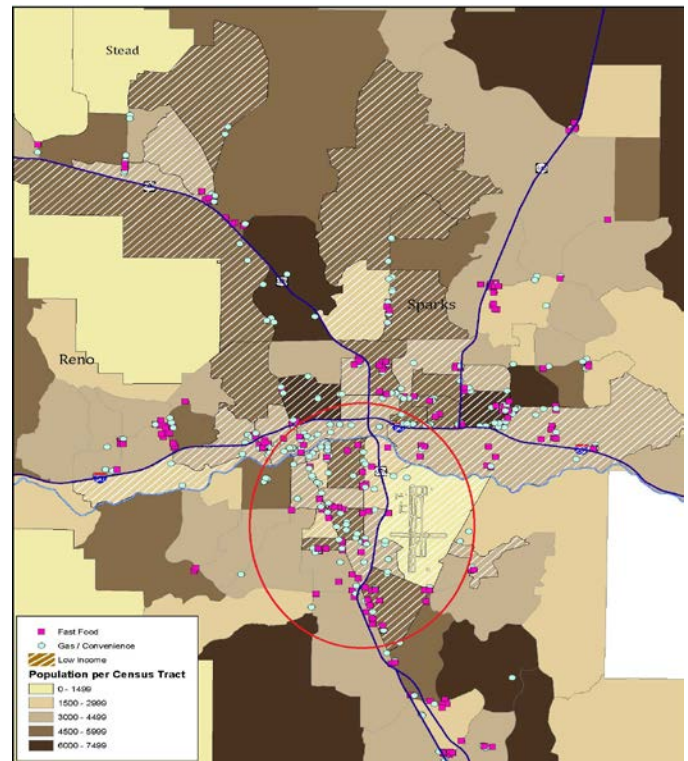
occurred in 89502.⁷ Much of the reported crime was on the west and southwest sides.

Transportation

Transportation for residents in the zip code seems to be relatively uniform. At 79%, the vast majority of residents drive to and from work. A much smaller percentage of residents walk or take public transportation.³

Food Security and Access to Healthy Foods

The accessibility and affordability of healthy foods are important factors for the overall health of a community. When someone does not have access to enough healthy foods to live a productive and active life, he or she is considered food insecure. Families that deal with food insecurity often have to make decisions between putting food on the table and keeping a roof over their head. In order to stretch their resources as far as possible, low-income families often buy cheap and unhealthy food, creating long-term health concerns. Data on food insecurity is not available at the zip code level, but looking at Washoe County, many families are dealing with this issue. Fifteen percent of the county's population is food insecure and 26% of children are food insecure.⁸ Given that there is a high concentration of families in poverty in 89502, it is very likely that food insecurity is a pressing concern for many in the community. Unfortunately, there are also many options for cheap and unhealthy foods in the zip code. Map 3 shows the concentration of fast food restaurants and gas stations/convenience stores in the lower income part of the zip code. Lack of access to healthy foods and easy-to-get unhealthy foods are strong indicators that residents in these neighborhoods may have unhealthy diets and eating habits.



Map 3: Concentration of Unhealthy Food Options
(Courtesy of Washoe County Health District)

Financial Services

Access to affordable and non-predatory financial services is an important aspect of a community's climate, because it is linked to overcoming poverty and economic stability. A quick survey of the financial institutions located in 89502, found that there are 14 branches of FDIC member banks, 7 credit unions, and 16 locations offering Alternative Financial Services (AFS) such as payday loans, check cashing and money orders. This is relevant when looking at the amount of unbanked and underbanked residents in the area. Unbanked individuals do not have a bank account or access to the financial services that come with having an account, while underbanked individuals may have a bank account but have had to rely on AFS in the last year. AFS often have high interest rates and an individual who takes out a payday loan, for example, can often end up owing much more than the original loan amount. This leads to considerable debt that makes it even harder for a family to stay above the poverty line. The 2011 FDIC National Survey of Unbanked and Underbanked Households found that 11% of residents in the Truckee Meadows area were unbanked—3% higher than Nevada's rate—while 25% were underbanked, which is

⁷ Reno Police Department, Crime Analysis Unit, Citizen Information December 2013

⁸ Gundersen, C., E. Engelhard, A. Satoh, & E. Waxman. Map the Meal Gap 2014: Food Insecurity and Child Food Insecurity Estimates at the County Level. Feeding America, 2014.

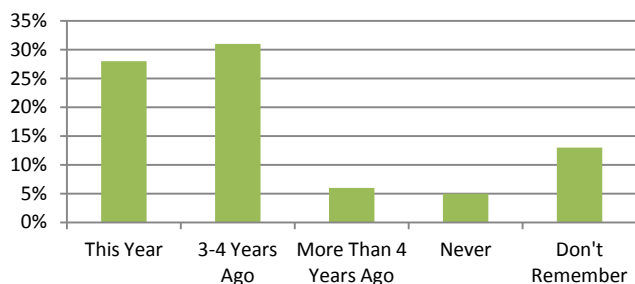


actually 6% lower than Nevada's rate.⁹ Due to difficulty in gathering reliable unbanked/underbanked information for smaller communities there is no data available for the 89502 zip code. However, research has shown Hispanic families are more likely to be unbanked or underbanked compared to the wider population.¹⁰ With 42% of 89502's population identified as Hispanic, many residents may face challenges in accessing reliable and affordable financial services.³

Health

So far, this profile has pointed out several socioeconomic challenges that many 89502 residents face. Along with these socioeconomic challenges, many residents face a serious lack of access to healthcare. Overall, nearly 1 out of 5 people in the zip code are without health insurance.² Lack of access for children can be seen in a recent parent survey done by the Washoe County School District in preparation for a school-based health clinic that will be operated by the Community Health Alliance and housed at Wooster High School starting in early 2015. In order to best meet the healthcare needs of the community, the survey asked questions about access and health concerns. The survey found the following:

Chart 11: Last Time Your Child Saw a Doctor?



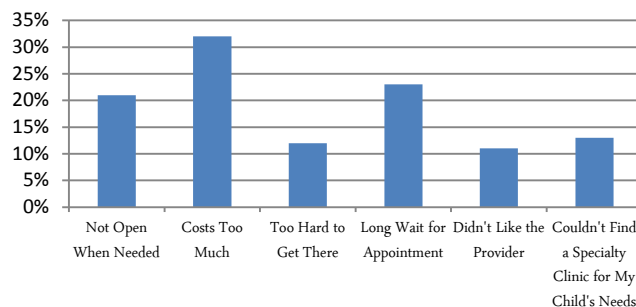
Data Source: Community-Based Health Clinic Family Survey, Northern Nevada School-Based Health Center Collaborative

⁹ Federal Deposit Insurance Corporation, 2011 FDIC National Survey of Unbanked and Underbanked Households, 2012

¹⁰ Nevada Credit Union League, Hispanic Opportunity-2012 Report, 2012

³ U.S. Census Bureau, 2008-2012 American Community Survey

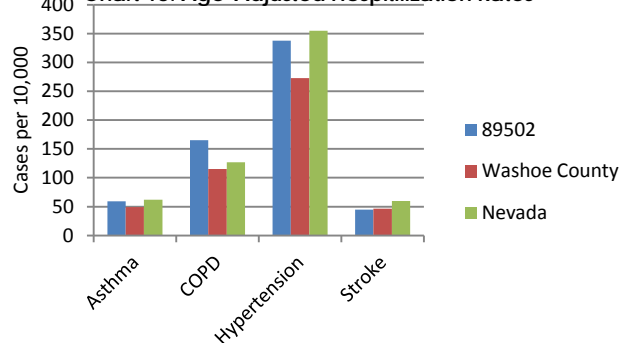
Chart 12: Problems with Access



Data Source: Community-Based Health Clinic Family Survey, Northern Nevada School-Based Health Center Collaborative

This lack of access to affordable healthcare has a direct impact on the community's health outcomes. Residents of 89502 have higher rates of hospitalization and mortality when compared to both Washoe County and Nevada. As seen in Chart 13, residents have higher rates of hospitalization for asthma and COPD compared to both the county and the state. While the area has a lower hospitalization rate for hypertension than Nevada, its rate is much higher than that of the county. Interestingly, residents of 89502 have a lower hospitalization rate for stroke than both the county and the state.

Chart 13: Age-Adjusted Hospitalization Rates



Data Source: Northern Nevada Community Health Needs Assessment, 2013

As can be seen in Table 1, mortality rates are even more clear-cut. The total mortality rate—cases per 10,000—for 89502 is 85.5, while the county's is 73.5 and the state's is 69.9. The area has higher mortality rates than the county and state for every major indicator except stroke. These rates are considerably higher for heart disease, accidents, and suicide. The same trend follows for child health; 89502 has a higher infant mortality rate than the county or state (see Chart 14).



Table 1: Mortality Rates (per 10,000 cases)	Total	Heart Disease	Cancer	COPD
89502	85.5	22.3	18.2	5.8
Washoe County	73.5	17.6	16.9	4.7
Nevada	69.9	16.9	15.9	4.5
	Stroke	Diabetes	Accidents	Suicide
89502	2.5	2	5.4	3.1
Washoe County	2.9	1.7	3.9	2
Nevada	3.1	1.3	3.7	1.9

Data Source: Northern Nevada Community Health Needs Assessment, 2013

Community Interviews

Data alone does not provide a complete picture of the communities in 89502. It is equally important to engage community members to learn what the greatest strengths and biggest challenges are in their community. In order to gain a more complete perspective, dozens of community, non-profit, faith, education and business leaders were engaged in conversations about their communities. Some common themes emerged out of these conversations.

Strengths

Strong Social Fabric:

Community members from several areas in 89502 spoke about the strong social fabric that existed in their neighborhoods, churches and schools. In the Wells Avenue Neighborhood on the northwest side of the zip code, residents of this neighborhood have strong community pride and community involvement. There is an active neighborhood watch group called the West of Wells Neighborhood Group and a local business association called the Wells Avenue Merchants. Churches also have a large presence in parts of 89502. This was most true in the neighborhoods around Kietzke and Plumb. Little Flower Catholic Church and El Verbo De Dios have very active

parishioners and congregants who are involved in several community ministries. Finally, 89502 is home to several of the leading non-profit organizations in the area (organization are listed in following section). These organizations are committed to improving the quality of life in the community.

Existing Collaboration:

Wells Avenue Merchants and West of Wells have regularly collaborated with not-for-profit and city agencies in order to redevelop and strengthen their community. Church leaders and members are involved in collaborative efforts for causes such as youth substance abuse prevention and immigration reform. Churches also regularly collaborate with other faith communities to hold community events such as potlucks and concerts. Several non-profit organizations and schools have strong partnerships as well. The Children's Cabinet currently has several youth programs that very effectively utilize community partnerships. As mentioned earlier, a school-based health clinic will be opening at Wooster High School in early 2015. The clinic is the result of collaboration between Community Health Alliance, the Washoe County School District and community members.

Engaged Community Leaders:

Community members spoke about a strong streak of civic engagement in residents and local groups. Several spoke about the Ward 3 Neighborhood Advisory Board (NAB). Unfortunately, the NABs no longer exist due to budget cuts, but when they were active, Ward 3's was the most engaged and vocal. This engagement led to the redevelopment of Wells Avenue and the designation of the neighborhood as a conservation district. There is also a very committed group of non-profit and faith leaders in the zip code.

Economic Development/Opportunity:

The Midtown District and Wells Avenue are part of a thriving local business scene that is at the heart of an urban revival happening in central Reno. This has spread to the surrounding residential area in the form of increased rates of home-ownership, higher median incomes and increased property values. On the other side of the spectrum, the vacant space where Park Lane Mall used to stand represents a huge untapped economic opportunity for the southwest part of the zip code. Development has somewhat stalled for the area,



but if done in the right way, it could boost the local economy and property values of the neighborhoods around Kietzke and Plumb Lane, including some of the lowest income areas in the zip code.

Challenges

Effects of Poverty on Young Families:

Poverty was easily the most mentioned challenge that families and individuals face in 89502. In particular, several community members spoke about the challenges that young families and single mothers face providing for their families. These mothers have difficulties providing necessities such as housing, diapers, healthy food and educational support for their children. Lack of quality affordable daycare options also prevented young mothers from seeking gainful employment. Community members pointed to poverty as a barrier to strong community involvement. In the Neil Road area, a non-profit leader explained that countless community members would like to be more involved in their children's school and their community but surviving day-to-day consumes all of their time and energy. This day-to-day existence prevents potential leaders from tackling the big picture issues affecting their lives.

Low Wage Jobs:

Many community members also spoke about challenges that families face because of low-wage jobs in the gaming and service industries. Parents often work multiple jobs to get by and their jobs do not offer flexible hours or any kind of benefits. Several community members relayed stories of undocumented parents being exploited by various employers. These community members work long hours and are often paid far less than minimum wage. Because they are not legal residents, they have no way to stop their employer from taking advantage of them. Low wage jobs do not simply hurt families financially though. Because of the lack of flexible hours, parents are not home enough to provide social, emotional or academic support to their children. This breakdown in family life can have a far-reaching impact on the community.

Undocumented Residents:

The issue of documentation came up in several conversations. As mentioned earlier undocumented workers are often taken advantage of because of their status. Families with undocumented members

live in constant fear that a member will be deported and their family will be broken up. U.S. citizen children are often scared that their parents will be taken away. Undocumented parents will occasionally "lay low" if they hear that ICE has been active in the area. They cannot go to work or drop off/pick up their children from school out of fear of being caught. This fear also holds families back from accessing social and healthcare services because of concern of being caught up in the system.

Lack of Healthcare Access:

As mentioned in an earlier section, despite the passage of the Affordable Care Act, many 89502 residents still face serious challenges accessing healthcare services. This fact also emerged in the community interviews. Community members who work in the schools mentioned students with rotting teeth who cannot see a dentist as well as students with impaired vision who are unable to afford glasses or an appointment with an optometrist. Others spoke about a lack of mental healthcare for both children and those dealing with chronic mental illness and substance abuse issues. Another spoke about the strain that Medicaid expansion has put on low-income health clinics. There are simply not enough providers willing to take Medicaid to meet the increased demand. Because of this, those providers who will accept Medicaid are inundated with new patients. These new patients face many challenges accessing care in a timely manner.

Lack of Healthcare Literacy:

Along with a lack of access, a lack of healthcare literacy was also mentioned several times. Community members pointed out that low-income residents often access healthcare on an emergency basis. They wait until they are very sick before they seek help. One faith leader mentioned a congregant who had recently passed away from a stomach tumor because he waited too long to see a doctor. Other community members pointed out that many families have difficulty navigating the system because of language barriers and lack of experience with the healthcare system in the United States.

Lack of Culturally Competent Care:

Miscommunication, misinformation, lack of understanding and frustration seemed to



characterize many healthcare experiences that came up in the conversations, particularly for low income and Spanish speaking community members. Several community members mentioned residents being turned away from health clinics due to miscommunication or misinformation. Others spoke about residents not understanding why they could not see a doctor right away, which resulted in frustration and less motivation to seek medical care. Improving healthcare literacy would go a long way in addressing these problems, but it appears that there is a need for more patient-centered or culturally competent care.

Community Assets

Research and community interviews highlight the challenges present in 89502. However, focusing solely on the needs of the community does not help to improve community health. It is very important to look at the non-profits, schools, faith communities and businesses that are in the community. These are the assets that will make it possible to “move the needle” on community health issues. The following list is not exhaustive, but rather serves to highlight the main institutions with a strong presence in the community already.

Families, Youth & Education

Boys & Girls Club of Truckee Meadows:

The Boys & Girls Club of Truckee Meadows (BGCTM) has been involved in youth development work for nearly 40 years. The organization offers a wide array of services and programs including before and after-school programs for youth and teens, sports leagues, academic support and healthy meals. They have a great track record of developing strong leadership skills in the youth with whom they work. BGCTM operates at several sites in 89502 including the Neil Road Youth Site located in the social service complex at Miguel Ribera Park, Project Solution Community Complex across from Vaughn Middle School in the Wells/Kietzke area, and two sites located at Donner Springs ES and Hidden Valley ES on the eastern side of the zip code

The Children’s Cabinet:

For over 25 years, The Children’s Cabinet has provided a wide array of services that support families and children. Services include food and shelter, crisis intervention and case management, academic support, tutoring, job training and

transitional living, parenting classes, childcare subsidies, childcare resource and referral assistance and free family counseling. The Children’s Cabinet has two locations located in or near 89502. The organization is well-connected and often collaborates with other non-profits, public agencies, and businesses in the Truckee Meadows area.

Community Services Agency:

Community Services Agency (CSA) has worked in the human services field as well as economic and housing development in the Truckee Meadows since 1965. In particular, the organization has established and runs 10 different Head Start programs in Northern Nevada. Three of the programs are located in 89502 at Echo Loder ES, Smithridge ES and Wooster High School. The programs provide early childhood education to low-income students so that they will be prepared and successful in elementary school. Through the Head Start programs, CSA works closely with students’ families and provides emergency assistance, connections to community resources, employment assistance, financial literacy classes, and other educational opportunities.

Women & Children’s Center of the Sierra:

Women & Children’s Center of the Sierra provides education, ESL classes, job training, resources and support to help women escape or avoid poverty and provide a better life for their families. The organization has been located in the Neil Road area for two years. One of the organization’s most popular programs is the diaper bank, which provides free diapers to mothers in need. The ESL classes are also popular. Overall, the organization has been able to build good rapport with community members through the services they provide.

Committee to Aid Abused Women:

The Committee to Aid Abused Women provides free services for people experiencing family violence. These services include a 24-Hotline, support groups, legal assistance, emergency and transitional housing and children’s programs. The organization also works to connect individuals and families with other resources that are available in the community.



Faith Communities

St. Therese Church of the Little Flower:

St. Therese Church of the Little Flower, or simply "Little Flower," is a very large Catholic Church located in the Wells/Kietzke area. While Little Flower has thousands of parishioners from all over the Truckee Meadows area, many of the parishioners come from the surrounding neighborhood. The church staff regularly meets with parishioners to provide counseling, support and connections to community resources. Church leadership is also involved in several community improvement efforts including youth substance abuse prevention and immigration reform.

El Verbo de Dios:

El Verbo de Dios is a Spanish-speaking Pentecostal church that is located south of the Wells/Kietzke area near Gentry Way. The church has particularly strong worship and youth ministries. It is also well connected to community members and other churches in the area. Some recent collaboration include potlucks and picnics and even a large worship concert that was put together and sponsored by 14 Spanish-speaking churches in the area.

Food & Nutrition

Food Bank of Northern Nevada:

The Food Bank of Northern Nevada is an award winning regional food distribution and support system working with a massive network of over 130 non-profit agencies in Northern Nevada, including 15 agencies in 89502. The organization supplies food for the vast majority of food pantries around the community as well as meals for after school programs. It also runs a monthly mobile pantry program that delivers fresh produce and other food that is not normally provided by a traditional pantry. On top of these services, the food bank is also a partner with Bridges to a Thriving Nevada, a community initiative that uses the Bridges out of Poverty curriculum to train staff and increase client self-sufficiency. Finally, the food bank is a strong non-profit leader in the Truckee Meadows area. Feeding America recognized the organization as the 2013-2104 Food Bank of the Year and CEO/President Cherie Jamason recently won the national Unite4good Humanity Inspiration award.

Healthcare

Community Health Alliance:

Community Health Alliance (CHA) is one of only two Federally Qualified Health Centers (FQHC) in the Truckee Meadows. The organization provides an extensive array of healthcare services for primarily low-income individuals including primary, dental, and behavioral health as well as outreach services. There are currently two CHA Health Clinics in 89502: one on Wells Ave and the other on Neil Road. The organization is also currently developing a school based health clinic at Wooster High School, which is designed to address some common gaps in service such as lack of evening and weekend hours. The organization has also had staff complete Bridges out of Poverty workshops, which led to more patient-centered practices at the health centers. While CHA is the largest FQHC in the area, the recent Medicaid expansion has put a huge strain on its providers who are unable to see the high number of newly insured Nevadans in a timely manner.

Renown Health:

Renown Health is the largest healthcare network in Northern Nevada. The Renown Regional Medical Center and the Renown Rehabilitation Hospital are both located in 89502. Renown's Pregnancy Center and Healthcare Center are also located in 89502 and primarily serve low-income individuals. The Pregnancy Center provides prenatal visits and lab testing as well as parent education classes. The center also works to connect expectant mothers with community resources and coordinate care for teen mothers. Because many women who access the center speak Spanish, staff are trained in cultural diversity and the majority are bilingual. In 2013, the Pregnancy Center provided more the 25,000 visits and delivered over 2,000 babies. The Healthcare Center is an adult family practice that provides a variety of health services for low-income individuals including primary and preventative care. The Healthcare Center is not an FQHC, but staff and counselors are trained to help patients navigate the Medicaid system.

Access to Healthcare:

Access to Healthcare is a statewide non-profit with a main office located in 89502. The organization works to increase access to primary and specialty healthcare for low and moderate-income people. One program that the organization offers is the



Medical Discount Program, a dues based membership program that provides discounted rates for medical services to low-income individuals and families who are not legally required to have health insurance (residents who are not citizens). With the Medicaid expansion brought on by the Affordable Care Act, Access to Healthcare is also involved with helping individuals and families navigate the Medicaid system as well as training and assisting other organizations in outreach and care coordination.

VA Sierra Nevada Health Care System:

The main facility of the VA Sierra Nevada Health Care System is located in the heart of the Wells Avenue neighborhood. Along with the main hospital in Reno, four community-based clinics provide primary and secondary care to veterans in 20 counties in northern Nevada and Northeastern California. Along with medical services, the organization also provides employment and housing assistance to homeless veterans as well as support and training for family caregivers of veterans who were injured in combat.

Reno-Sparks Tribal Health Center:

The Reno-Sparks Tribal Health Center provides a wide range of culturally competent health services for tribal members. These services include adult medicine, pediatrics, mental health services, dental care, substance abuse services, and nutrition among many others. The health center is tribally owned and operated. It moved into a new 65,000 square foot clinic in 2008 and saw over 18,000 patients in 2013.

Economic

Wells Avenue Merchants and Property Owner's Association:

The Wells Avenue Merchants and Property Owner's Association is a nonprofit business entity that is organized to represent the common interests of business owners and residents along Wells Avenue. The Association has played a key role in the economic revitalization that is happening in the Wells Avenue neighborhood, including the redevelopment that made Wells Avenue more walk-able as well as the push to have the neighborhood designated as a conservation district. Local businesses are thriving and the property values are rising in the neighborhood. The

association is also very involved in the community and regularly works neighborhood groups.

Renown Health, VA Sierra Nevada Health System, Reno-Tahoe International Airport:

89502 is also home to several of the largest employers in the Truckee Meadows including two major healthcare networks and the Reno-Tahoe International Airport. Renown Health employs over 5,600 people while Sierra Nevada Health System employs over 1,000. The airport houses dozens of businesses. These entities serve as economic engines for both 89502 and the Truckee Meadows.

Civic

West of Wells:

West of Wells is a neighborhood watch group that is very active in the Wells Avenue neighborhood. The group organizes regular clean up days and other volunteer events. The group has played a key role in the revitalization that is happening in the Wells Avenue neighborhood and was instrumental in the push to have the neighborhood designated as a conservation district. The group has also produced many of the community's strongest leaders who are regularly involved in the city's civic life.

Housing

Reno Housing Authority:

The Reno Housing Authority (RHA) is the public housing authority for Reno, Sparks, and Washoe County. RHA develops and manages seven different public housing properties in Washoe County. It also provides thousands of housing subsidies to low-income families through rental assistance programs. RHA is ranked as a high performer by HUD and is part of 39 Public Housing Agencies across the country designated as a Moving to Work agency. The Moving to Work plan is aimed at increasing residents' self-sufficiency through financial literacy and mandatory savings programs. The plan has also excluded education financial aid from income calculations in order to remove barriers for residents who want to continue their education. RHA has one public housing location in 89502. Myra Birch Manor is a 56-unit townhouse complex that is located in the Neil Road area close to Miguel Ribera Park.



Northern Nevada Community Housing Resource Board:

The Northern Nevada Community Housing Board (NNCHB) is a Community Housing Development Organization that develops, owns and manages several affordable housing units in the area. The organization also provides supportive services at some of its properties either on-site or through partner agencies. These services work to strengthen self-sufficiency and connect residents to educational opportunities, vocational programs and health services. NNCHB has two properties in 89502. Cottonwood Village is south of the Wells/Kietzke are near Gentry Way. The property has 43 affordable family housing units with supportive services located on site. Park Manor is located just northwest of Renown Regional Medical and has 84 studio units available for one or two people.

Community Services Agency:

Along with providing Head Start and human service programs, Community Services Agency is also one of the main developers of affordable housing in the area and regularly collaborates with other organizations and agencies. CSA manages over a dozen affordable housing properties, four of which are located in 89502. River Place Senior Apartments are located along the Truckee River in the northwestern part of the zip code and have 55 units for low-income senior citizens. Willows at Wells Senior Apartments have 39 apartments for seniors and are located along Wells Avenue just north of Ryland. Aspen Terrace Apartments consist of 42 units for families and are located a few blocks south of Renown Regional Medical Center. Finally, Dakota Crest Apartments are located just south of Aspen Terrace and consist of 48 units.

